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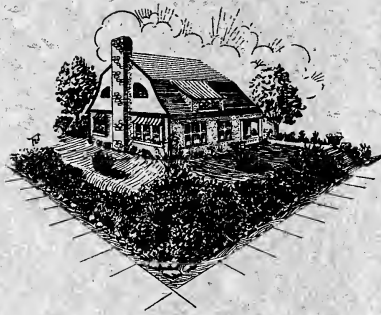


Fall and Winter Catalog

ORNAMENTAL TREES
AND SHRUBS
VINES AND PERENNIALS

Swiss Floral Co.

SHRUBS & FLOWERS



*Bank Planting in Green Shrubs or
Flowering Plants is Practical and Neat*

THE Swiss Floral Company's offices and greenhouses are located near the heart of the city at East Seventh and Hancock streets, two blocks north of Broadway. Broadway car lines pass near at Seventh—all cars on Union Avenue pass near at Hancock.

Mail and express charges on orders sent out must be paid by purchaser. Free delivery is given within reasonable distance from our establishment. We request cash payments with orders from unknown customers.

Landscaping as an Art

JUST as the costumer through his art brings into play the silks and satins and furs with which to design a handsome gown for milady, so does the landscape gardener use grasses to clothe the ground. And then, as the lace maker, the milliner, and the jeweler create articles of adornment, that woman may be more beautiful, so does the gardener make

use of shrubs and flowering plants to add a touch of beauty to the garden or home. In each case, the designer of feminine apparel or of gardens, must work to one end—that of becomingness to the wearer. In some cases elegance may be the theme, in others simplicity the key note. In the case of the landscape gardener, great care and foresight are required, for his work must endure for years. Plants grow and change, each in its own way, and these changes must be foreseen if garden success is to be attained. Soil, weather and care all have great influence in making or hindering a garden. Intimate knowledge of the nature of plants, skill and perseverance must be combined in the successful landscape gardener. Nor must the mere drawing of plans be compared with building plans, for when the former are executed the building is completed, while a garden is only started. A plan has no control over the plants and does not indicate any trace of the deeper knowledge based on experience which is necessary for ultimate success. When a worth while garden is being contemplated it is advisable to consult

with us before taking action, as we will very likely be able to save you from many a disappointment as well as save you many a dollar. European training and education, added to a quarter century of practical experience, is here to assist you in your garden problems. You are cordially invited to consult with us on any question that requires intimate gardening knowledge for solution.



A plain yard with a hereafter—below



The hereafter of a plain yard (a happy one)

Ornamental Trees and Shrubs



ORNAMENTAL trees, especially the choicer kinds, are now available to our patrons.

In many varieties the quantities are limited, so we advise early selection. In the greenhouses our customers will find at all times a collection of potted plants such as Ferns, Rubber Plants, Palms, Begonias, etc. Even the old time Christmas cactus is grown here. The new finely fringed Boston fern, *Smithii*, is attracting much favorable attention. The rare *Giatrasii* Boston Fern is one of the interesting varieties not often seen elsewhere. These and other varieties are available in many sizes, ranging in price from 50 cents for small plants to \$5 for very large specimens.

EVERGREEN SHRUBS are the most practical for producing a pleasing, permanent garden setting. Even greater beauty is gained when these form the background for masses of brilliant flowers. It is in the arranging

of such combinations, in which both art and skill are needed, that we enjoy an unexcelled reputation.

OUR PLANTING SERVICE

—This Planting Service is available to all home owners in Portland and the near vicinity. It

includes the laying out and planting of gardens with your own selections of shrubs and flowers. To this service is added the supplying of fertilizer and the supervision, by experienced men, of all labor. The labor is furnished at cost. For this Special Planting Service, which is in demand from October to April, advance notice should be given

to enable us to give the best service and that you should secure the best results. For consultation phone East 5370.

INFORMATION AND SUGGESTIONS—We are always glad to suggest matters of garden improvements to patrons. Do not hesitate to telephone us about the needs and problems of your garden.



Rubber Plant

Shrubs and Hardy Flowers

(Suited to Local Climate)



Partial View of Swiss Floral Establishment
the Mecca for Portland's Garden Lovers

ABELIA—With small, glossy evergreen foliage and white flowers, bronze bracts, blooming from July until late fall. Each \$1.00 to \$1.50.

ARAUCHARIA (or Chili Pine Scale)—An oddly distinctive shrub with sharp, pointed leaves covering the branches. Each \$3.50.

ARALIA (Sieboldii)—A Japanese shrub with leathery, castorbean-like, evergreen foliage, requiring sheltered planting. Graded according to size and perfection. Each \$1.50, \$2.50 and \$3.50.

ARBOR VITAE—Dwarf shrub, Chinese variety, ball shaped in form and slow growing. Fine specimens, each \$3.00.

ARBOR VITAE COLUMNARIS—An upright, compactly formed tree of striking shape. Each \$5.00.

AUCUBA (or Japanese Golddust Laurel)—Has large, glossy dark green leaves, yellow spotted or plain. Best in shady locations. According to size, each \$1.50 to \$2.50.

AZALEA (Benigiri)—An evergreen dwarf Japanese shrub, covered in early spring with crimson flowers. Each \$2.40.

BAMBOO (Golden Bamboo)—Is tall-growing and feathery, very good for water planting. Each \$1.50 to \$3.50.

BARBERRY (Darwins)—A small, glossy-leaved shrub with bell-like yellow flowers in early spring. Needs sheltered locations. Each \$1.00 and \$1.50.

BARBERRY (Knights)—A glossy but larger leaved evergreen shrub, novel in shape. Best for sunny locations. Each \$1.00 and \$1.50.

BARBERRY (Dwarf Dulcis)—A low, border shrub with dark green foliage. Each 75 cents.

BARBERRY (Gagnepans)—A new evergreen Barberry shrub of distinctive shape and attractive foliage. Each \$1.50.

BARBERRY (Thunbergs)—Japanese. Not an evergreen but a shrub that takes on a beautiful fall coloring and bears red berries in profusion. Very thorny. Each 75 cents.

BOXWOOD (English)—For hedge borders and box shrubs. Each 25 cents.

BOXWOOD (Pyramids)—A shrub that lends stateliness to lawns or urns. Symmetrical in outline. Each \$5.00.

BROOMS (Spanish)—A fragrant evergreen shrub, flowering from July to October. Fine for cut flowers. Each \$1.00 and \$1.50.

BROOM (Andre's)—A Broom that is not an evergreen but one that bears scarlet and gold colored flowers of great beauty. Each \$1.50.

BROOM (Cream Colored)—A dwarf Broom and the earliest of all to bloom. Each \$1.00.

BROOM (White)—A tall shrub with long sprays of lovely flowers. Each \$1.00.

BROOM (Daisy Hill)
—A striking looking,
pink flowering
Broom. Each \$1.00.

**BUDDLEYA (Butter-
fly Shrub)**—A rapid-
ly growing shrub with
long, purple, spiked
flowers that bloom
from July to Septem-
ber. Each \$1.00.

**CARYOPTERIS (or
Blue Spirea)**—A low-
growing shrub with
fine sprays of blue
flowers that bloom in
the late fall. Each
75 cents.

CASSONIA AUREA—
An Australian ever-
green shrub resem-
bling heather with
golden yellow branch-
es. Small plants, 75
cents.

**CEANOTHUS (Glory
of Versailles)**—A
shrub profuse with
blue flowers some-
what like lilacs, and
blooming from July
to October. This needs a sheltered loca-
tion. Each \$1.50.

CEANOTHUS (Marie Simon)—An up-
right growing shrub with feathery
sprays of light pink flowers, blooming
from July to October. Each \$1.00 to \$1.50.



Cypress Veronica

nurseries of the Pacific Coast. Each
\$5.00.

CRYPTOMERIA ELEGANS—A Japan-
ese evergreen tree, gracefully plumed, a
bronzy red in winter. Irregular in shape.
Shrub or tree, each \$2.50 to \$5.00.

**CYPRESS (Lawson,
Alumnii)**—A rich
blue, upright form of
Lawson cypress, one
of the handsomest ev-
ergreens. Must be
transplanted with care.
Each \$5.00 and \$7.50.

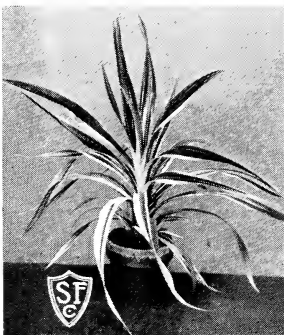
CYPRESS (Italian)—
A very tall and slen-
der growing conifer
of unusual appearance
and well adapted to
formal garden effects.
Each \$5.00 to \$6.00.

**CYPRESS (Lawson,
Erecta Viridis)**—An
upright compact green
shrub, good for urns
and formal effects.
Each \$2.50 and \$3.00.

**CYPRESS (Lawson,
Monumentalis)**—Also
a blue Lawson cy-
press of more formal
outline. Each \$10.00.

**CRYPTOMERIA AR-
AUCARIOIDES**—
One of the rarest and
most unusual conifers
to be found in the

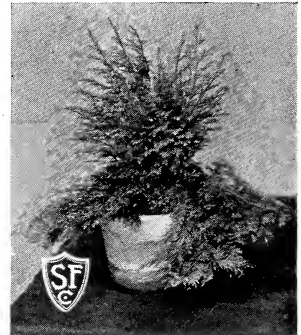
FEATURES OF FLORAL BEAUTY FOUND IN OUR GREENHOUSES



Pandanus Veitchii—A
choice indoor plant



Fancy Caladium—A greenhouse
jewel for summer use exclusively



Selaginella—A beau-
tiful tropical moss



Cypress Veronica in Field

CHOISIA (or Mexican Orange)—A shrub with glossy, clover-like, divided leaf. Grows to fair size and bears clusters of orange-like blossoms in the spring. Each \$1.00 and \$1.50.

CLERODENDRON TRICHOTOMUM—This very unusual shrub grows to six feet in height and has heart-shaped, woolly leaves which, when bruised, emit an odor like peanut butter. Strange, cross-like flowers are set in bronzy red bracts. Foliage is deciduous. Each \$1.00.

CORNUS (Pink Flowering Dogwood)—This grows into a small tree and bears handsome pink flowers a little smaller than our native kind. Desirable for large groups of shrubs. Each \$2.50 to \$3.50.

COTONEASTER (Horizontal)—A low spreading shrub with bright red berries, particularly effective when planted on banks or wall tops. Each 75 cents.

COTONEASTER (Microphilla)—An evergreen with smaller leaves than the Horizontal. Has berries of a deep pink. Each 75 cents.

COTONEASTER (Franchets)—Upright with spreading branches of evergreen foliage. Richly overlaid with red berries during the winter. This needs a sunny location. Each \$1.00 to \$2.50.

DAPHNE—Has fragrant pink flowers in early spring. Will thrive well in partial shade. An evergreen. Small plants, each \$1.00.

DEUTZIA (Gracilis)—A graceful, early flowering shrub of dwarf variety, bearing a profusion of small, white, spray-like clustered blossoms. Each 75 cents.

DEUTZIA (Pride of Rochester)—A tall-growing, double, white flowering, pink tinged shrub, blooming in April or May. Each 75 cents.

DOGWOOD—See Cornus for description.

ERICA—See Heather for description.

ESCALLONIA (Rubra)—A summer evergreen shrub with aromatic, glossy leaves and spreading branches terminating in sprays of red flowers. Plant in a sheltered place. Each \$1.00 to \$1.50.

ESCALLONIA (Virgata)—Upright, rather tall with glossy foliage. Each, \$1.00 and \$1.50.

EVONYMUS (Japanese Spindle Shrub)—This is one of the most satisfactory plants for evergreen foliage. Will grow well in shade or any place where soil is rich and watered. For covering walls or unsightly banks, some varieties are especially adaptable. The following varieties come in several sizes at each, 50 cents to \$3.00.

EVONYMUS (Japonica)—Has dark green, glossy leaves. Grows upright.

EVONYMUS (Japonica Aurea)—With golden, variegated foliage. Somewhat dwarf and compact.

EVONYMUS (Japonica Albo Marginata)—Dark green, white margined leaves.

EVONYMUS (Columnaris)—Dark green, Column-like growth.

EVONYMUS (Japonica Macrophylla)—Has large leaves, spreading.

EVONYMUS (Japonica Macrophylla Aurea)—Same as above but with leaves marked yellow.

EVONYMUS (Japonica President Gauthier)—With large, white variegated leaves. A very handsome and rare variety. Limited stock, each \$2.50.

EVONYMUS (Japonica Microphylla)—Fine for borders and box planting. A very dwarf, slow growing type, with tiny dark green leaves. Each 35 to 75 cents.

EVONYMUS (Japonica Microphylla Argentea)—The smallest and rarest shrub known to us. Same as above but silver margined. For shady locations only. Each \$1.50.

FLOWERING CRAB—These form large shrubs and are very attractive as small trees. Their flower display wins admiration wherever seen.

FLOWERING CRAB (Floribunda Atropurpurea)—Real dark pink and fragrant. Each \$2.00.

FLOWERING CRAB (Atrosanguinea Pendula)—Weeping form with dark pink blossoms. Each, \$2.00.

FLOWERING CRAB (Scheidkerii)—With large double flowers, rose pink. Each \$2.00.

FLOWERING CRAB (Atrosanguinea)—With carmine red flowers. Each \$2.00.

FLOWERING CRAB (Halliana)—Semi-double and rose colored. Each \$2.00.

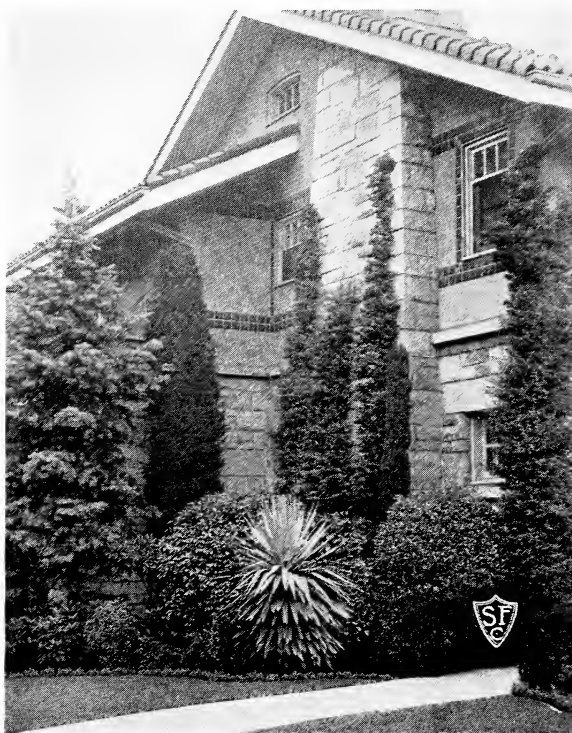
FLOWERING CRAB (Bechtels)—Double flowering, fragrant and light pink. Each \$2.00.

FIRETHORN LALANDS—This gorgeous orange-red, berried shrub is a real jewel of nature for Portland gardens. Evergreen, glossy foliage with branches literally covered with berries, produce a stunning effect in the winter. Should be planted in loose, porous soil with sunny location. Fine specimens, each \$5.00; smaller plants, \$2.50 to \$3.50.

FIRETHORN (Coccinea)—A smaller variety with shiny leaves, bronze cast in the fall. Has red berries. Slower in growth than the shrub described above. Each \$2.50.

FORSYTHIA (Golden Bell)—A very early, yellow flowering shrub growing in time to a large size. Each 75 cents and \$1.00.

HOLLY—The grafted berry-bearing plants range in sizes from \$3.50 to \$5.00 each.



The Art in Unique Planting, Featuring Firethorn, Italian Cypress, Blue Spruce, Japan Laurel and Yucca

HEATHER—A low growing evergreen shrub covered during the winter and early spring with masses of deep pink flowers. Requires a well-drained soil, free from lime. This makes fine borders along steps, walls, banks and rockeries. Each 75 cents to \$1.50.

HYDRANGEA (Paniculata)—This is the Japanese tree variety, with pointed flowers changing from cream to pink. May be dried as straw flowers when fully matured. Each \$1.50 to \$2.50.

HYDRANGEA (French Varieties)—These are improved forms of the old garden hydrangeas and make richer colored flowers with less rampant growth. Profuse blooms. Each 75 cents to \$1.50.

JUNIPERUS (Irish Juniper)—Slender, gray-green, upright growing type. Fine for floral effects. Each \$2.50 to \$3.50.

JUNIPERUS (Chinese Silver Leafed)—Forms compact, nice, colored shrub of rich appearance. Each \$4.00 to \$5.00.

Shrubs and Flowers



Evergreen Mexican Orange

JUNIPERUS (Pfitzers)—An oddly spreading shrub with soft, needle-like leaves. Very picturesque for banks and slopes. Each \$2.50.

JUNIPERUS (Tamarixifolia)—A very prostrate growing, rich blue-green shrub adapted to rockeries, etc. Each \$2.50.

JUNIPERUS (Chinensis Procumbens)—A slow, prostrate growing variety of choice character for rustic effects and rockeries. Each \$2.50.

JUNIPERUS (Exelsa Stricta)—An upright, somewhat columnar growing variety of looser structure than the Irish Juniper. Each \$1.50 to \$2.00.

LAUREL (English)—A rapidly growing shrub, attaining large size. Has large, glossy leaves. Fine for backgrounds and hedges. Each 75 cents to \$1.50.

LAURUS TINUS—Has very dark green foliage, free branching, with round clusters of white flowers in early spring. Grows to fair size in sun or shade. Each 75 cents to \$1.50.

LONICERA NITIDA—The evergreen bush honeysuckle is a rapid growing shrub with tiny dark green leaves. Of great charm when frequently clipped. Grows well in shade or sun but needs fertile soil to retain good color in winter. Fine for formal shaping. Also good for hedges. Each 50 cents to \$1.50.

MEXICAN ORANGE—See *Choisia* for description.

MYRTLE (Comunis)—The myrtle bush is one of the neatest evergreen shrubs known, and while not very hardy, will thrive nicely if planted against a wall, facing south, where it can be protected against cold spells. Its delightful, aromatic foliage is well worth the extra care and the flowers are unusually dainty. Blooms in midsummer. Pot grown, each \$1.00.

NANDINA DOMESTICA—This gracefully leaved

evergreen shrub from Japan is the counterpart of the Japanese maple owing to its habit of turning to a bronzy red, often almost to scarlet, during winter. It seldom grows to a four-foot height, and thrives in a gravelly loose soil. Its color will not change in rich, heavy soils or in shade. Each \$2.50.

PITTOSPORUM TOBIRA—An elegant, low growing evergreen shrub with glossy, attractive foliage resembling the *Daphne*, with flowers equally fragrant, which, later in the season, are white. The variegated form grows much like an *Azalea*. The whitish markings on the leaves give it distinction. The green or variegated form, each \$1.00 to \$2.50.

PRIVET (Golden)—This golden yellow shrub is the peer of all for continuous foliage effect and it makes a rich contrast when combined with dark green shrubbery. When clipped to formal shapes, these provide beautiful decorative effects. Each 75 cents to \$2.50.

RETINOSPORA (Squarrosa)—A very finely divided foliage in a bluish gray color of almost mossy appearance. An unusually handsome, squatty type. Each \$3.00 to \$4.00.

RETINOSPORA (Veitchii)—Similar to the above, yet richer in color and a more loosely compound foliage. Each \$3.00 to \$4.00.

RETINOSPORA (Plumosa)—A blue-green, plume-like foliage of tall growth. A fine conifer that stands pruning well. Various sizes on hand, each \$1.50 to \$5.00.

RETINOSPORA (Plumosa Aurea)—Similar to the above but foliage has yellow tint. Nice for contrasting effects. Priced \$1.50 to \$5.00.

RETINOSPORA (Ericoides)—A heather-like leaved conifer with foliage that turns a rich bronzy color during winter, blue-green in summer. A very handsome and graceful, low shrub. Each \$2.50.

RETINOSPORA (Juniperoides)—Bluish-green during summer, pinkish-green in winter. Growth upright and of formal, oval shape. Each \$3.50.

ROSEMARY—With an aromatic broad-needle like foliage of sage green color, well adapted to bank planting and good in dry locations. Has light blue sprays of flowers. An evergreen. Each 50 cents.

SKIMMIA JAPONICA—A rather dwarf, dark green shrub producing clusters of bright red berries during winter, very slow growing and should be planted in sheltered place. Each \$1.50.

SPICE TREE (or Native Bayleaf)—A slow-growing small tree or shrub, with willow-like leathery leaves of great fragrance when bruised. On the order of Australian trees. A very interesting shrub. Each \$3.50.

TAXUS BACATA ERECTA

—An erect growing yew tree with foliage very dark green. Extremely slow growing. Each \$3.50 and \$4.00.

THUYA ORIENTALIS

COMPACTA—An Oriental Arbor Vitae of compact, almost glove-shaped outline, nice for urns and formal effects. Fine plants, each \$3.00.

THUYA GLOBOSA—A rare

low-growing form of beautiful outline, well adapted to rockwork or specimen planting. Each \$1.50 to \$3.50.

THUYA OCCIDENTALIS

—A rapid and large growing kind. Each \$1.50 and \$2.50.

VERONICA (or New Zealand Speedwells)—These are

full branched, low evergreen shrubs, well suited to the coast climate. Adapted to many uses in the garden, such as covering banks, as border plants, in window-boxes, for rockeries, or as source of cutgreen for indoor use in winter. Easily grown, neat at all times and the most popular evergreen shrub on the coast.

VERONICA (Buxifolia)—

Very dwarf, bright green, the handsomest for bordering steps or walks.



Cut Flowers from Spanish Broom—Are Graceful, Richly Fragrant, Yellow. Blooms Profusely from July to August



Cluster Planting for Entrance

VERONICA (Carnosula)—Has a thick, fat looking leaf of very formal shape. Grows to about two feet high. Flowers are pink and in great profusion.

VERONICA (Cupressoides)—Original in foliage, much like a cypress in appearance. Its neat, globular outline and vivid green color make this shrub a feature in every garden. Much used for planting in tubs and window boxes.

VERONICA (Decumbens)—Dwarf growing variety, distinguished by a peculiar dark green foliage, enhanced by the dark brown color of the bark on stems. Good for borders and rockeries.

VERONICA (Glauc) — Semi-dwarf, bluish green shrub, very resistant to drought and well adapted to planting steep banks.

VERONICA (Erioides) — A semi-dwarf, with small, slender branches and miniature leaves of vivid green. Fine border shrub.

VERONICA (Menziesii) — Medium sized glaucous green, making nice color contrast as a shrubby border. Surpassing all the

other varieties in hardiness.

VERONICA (Pimeloides Glauc) —A very dwarf, small leaved variety of blue gray color. Good for low borders, dry locations, rockeries, etc.

VERONICA (Traversii, No. 1)—The largest growing of all, bright green in color. Covers itself with handsome spikes of white flowers by end of May.

VERONICA (Traversii, No. 2) — A form of the above with somewhat larger leaves, taller and with slight glaucous tint. Flowers of double size, pure white and very attractive. Needs shelter and sunny locations only.

All Veronicas are carried in different sizes and are priced from 50 cents to \$1.50 each. The border varieties are sold for \$5 per dozen.



Lonicera at Entrance 440 Tillamook

Vines

THE value and purposes of vines are many, the more important of which are listed below. In making selections, the particular uses should be kept in mind. Key numbers are given in the following to show best uses to which each particular vine is adapted:

For Shade	:	Key No. 1
For Covering up a certain feature	:	Key No. 2
For Ornamenting plain structures, slopes, etc.	:	Key No. 3
For Cut Flowers	:	Key No. 4
For Seasonal Ornament	:	Key No. 5
For Permanent Ornament	:	Key No. 6

AMPELOPSIS (Boston Ivy)—Clings to walls and buildings, bright red and yellow in late fall. Used for Nos. 2, 3 and 5. Each 50 cents.

AMPELOPSIS (Virginia Creeper)—Rapid, loose growing vine for porches, fences or banks. Will serve for Nos. 1, 2, 3 and 5. Each 50 cents.

IVY ENGLISH (Hedera)—Dark green, permanent foliage. Clings to walls and makes roots along soil as creeper. Use for Nos. 2, 3 and 6. Pot grown, each 15 to 75 cents.

BIGONIA TRUMPET VINE—Has orange scarlet flowers. Best in sunny locations and light soil. Of twining nature, like Wisteria. Used for No. 3. Each 75 cents and \$1.00.

CLEMATIS (Montana Rubens)—April flowering. White petals overlaid with a pink sheen. Free growing. Use for Nos. 2 and 3. Each \$1.25.

CLEMATIS (Paniculata)—Late flowering. Small white blossoms in great masses. Use for Nos. 1, 2 and 3. Each 75 cents.

EVONYMUS RADICANS (Argentea)—Has small evergreen leaves with silver white variegation which turns to a beautiful, pinkish bronze shade during cold weather if exposed to sunny locations. The leaves, of leathery texture, closely overlay each other almost scale-like. The branches cling to walls of brick, wood or concrete. Slow of growth

unless in well-enriched soil. White coloring especially beautiful in shade and handsome when grown on red brick walls. This vine is unfortunately too little known, though it is far superior to the English Ivy in every respect. Use for Nos. 1, 2, 3 and 6.

JASMINE (Oficinale)—Of graceful, feathery, fernlike foliage. Flowers are star shaped in clusters. Delightfully fragrant during the whole summer and fall. Will grow in shade or sun. Loses foliage in late fall and winter. Use for Nos. 1, 2, 4 and 6. Price 75 cents.

SCARLET GOLD VINE—New to Portland. A perennial vine with finely divided leaves on the order of the Jasmine vine, producing little tubular orange-red flowers in clusters. Needs sunny location, and some shelter over roots in winter. A favorite in Irish gardens. Best if planted in spring. Limited stock. Each, 75 cents.

SOLANUM DULCAMARA (Bittersweet Vine)—This attractive vine has dense masses of heart-shaped leaves and the deep purple flowers, which form in loose clusters, are very profuse all summer, followed by bright red berries in the fall. In the early winter it still retains its charm. Each 50 cents.

CLIMBING ROSE (Thousand Beauty)—A rapidly growing climber, almost thornless, festooned with



Silverleafed Japanese Evonymus—Handsome Evergreen Vine for Red Brickwalls

large clusters of flowers, pale pink at first, then gradually changing to deep, reddish pink. Fine for cutting and decorating purposes. Use for Nos. 3, 4 and 5. Each 75 cents.

CLIMBING ROSE (Exelsa)

—A rambler rose of great beauty with fiery red blossoms and free growing foliage. Each 75 cents.

CLIMBING ROSE (American Pillar)

—A single, flowering cluster rose of glossy foliage, with deep pink—nearly red—light centered flowers. One of the best pillar roses known. Each 75 cents.

PERIWINKLE (Vinca Minor)

—A creeping evergreen plant used for covering ground in either shade or sun. Also fine for tops of walls. Flowers blue during spring. Each 15 to 25 cents.

COTONEASTER MICROPHILLA —

While not really a vine, this handsome evergreen creeping shrub, with pinkish-red berries, will droop gracefully over



Jasmine Covered Porch—Graceful, Fragrant and Charming

steep banks and grow many yards long if planted in fertile soil. Each, 75 cents to \$1.50.

WISTERIA—A Chinese vine of strong growth with long, drooping clusters of pea shaped, lavender and white flowers. Each 75 cents to \$2.50.



When the
Garden Bids
You Enter

Handsomely planted home grounds is an investment of ever increasing value. Property and homes seen on their looks and landscape beauty is of primary importance.



Nursery Stock Field of Swiss Floral Co.

Hardy Perennial Flowers

THESE are the plants that come up of themselves and bloom year after year—one of the best sources for cut flowers. They may be planted by themselves to form a so-called hardy border or used between shrubbery to lend color where such is desired. In our large assortment of perennials are plants adapted to every soil, and every exposure or purpose a garden could require. They are all easy to plant and require but little attention, yet it will pay those with no experience to consult with us in order to get the best results. We gladly try to put our customers on the road to success as it is our pleasure and to our interest to see that the gardens and flowers of our friends and customers surpass in quality the average in their neighborhoods.

☛ Some hardy flowers are best planted in the fall, while others will do equally well set during winter or in the spring. The use of fertilizer at planting time is often important, and we are able to supply this in one form or another any time when needed.

☛ The use of hardy perennials may roughly be classed as follows, the numbers being used to give a more ready conception of what each kind is particularly suited for:

Low growing types adapted to rockeries and borders	.	.	No. 1
Varieties of merit for cutting	.	.	No. 2
Varieties of merit for garden effects	.	.	No. 3

While some are adapted to all purposes, the majority are better for one particular use, and the idea of the above key numbers is to assist somewhat in their proper use rather than to make a technical grouping. When planting a perennial flower, you must not expect too much of it the first season, as many of them require one whole season to become properly established. These reach their normal growth the second year.

When our plants are to be shipped, the express service is most dependable. Packing and express charges must be paid by the customer. A ten to fifteen per cent additional cost should be added, according to the nature and weight of material. The prices of all perennials not listed below is \$2.50 the dozen and 25 cents each.

Hardy Perennial Flowers

ACHILLEA (the Pearl)—Clusters of double white flowers. No. 1 and 2.

ACONITUM (Napellus)—Monks Hood; tall, blue garden flower. Used for Nos. 2 and 3.

ANCHUSA ITALICA—A tall, rich blue, free growing flower. Used for No. 3.

ALYSSUM SAXATILE—A low growing and early flowering golden yellow plant; is used for No. 1.

ANEMONE (Japonica)—A white, late-flowering, tall plant. For Nos. 1 and 2.

ANEMONE JAPONICA (Pink)—The same as above, but with pink blossoms. For Nos. 1 and 2.

AQUILEGIA COLUMBINE—A new, long spurred hybrid in many beautiful colors. Also in mixed pink shades. This is one of our handsomest cut flowers, and is exquisite for borders in partially shaded places where other

plants do not thrive. The handsome foliage is graceful and lasting. Must be planted in well fertilized soil for best results. Used for Nos. 1, 2, 3.

AQUILEGIA (Mrs. Nichols)—A new and wonderful blue columbine, introduced just recently from Europe. This provides a much desired color in the long spurred form. Stock of this variety is very limited. Each 50 cents.

ARABIS (Flore Pleno)—Double rock cress, superior to the old single variety. A splendid cut flower and of more lasting quality. Marvelous for wall and rock gardening. Used for Nos. 1 and 2.

ARMERIA (Sea Pink)—A low, dense growing border plant with pink flowers. Used for No. 1.

ASTER CLIMAX—A fine late fall flower, grows to four and five feet high. Clear blue flowers in graceful sprays and great masses



A charming display of Garden Primulas in one of Riverdale's Gardens. Sweet Williams are forming the body of this colorful perennial bed planted by Swiss Floral Company

during September and October. Wonderful for cutting.

ASTER (Perry's White)—A white form resembling the preceding.

ASTER (Subcoerulea)—This is a low growing form with large lavender flowers, set off by a handsome yellow center. Very fine for cut flowers and decorations. Blooms in June.

**BLACK CALLA ARUM
DRACUNCULUS**—

This remarkable lily-like flower is almost black, and may measure 18 inches long by 12 inches across. It is the largest known flower in the temperate zone. Blooms during June, and needs very rich soil with lots of water before the flowering season. Limited stock. Bulbs 50 cents each.

BLEEDING HEART—

This rare and handsome old fashioned flower is fine for partially shaded places. The root, 75 cts.

CAMPANULA MEDIUM—

The well known canterbury bells with large, showy flowers in shades of pink, blue, white and purple. The dozen, \$2.00.

CAMPANULA PERSICIFOLIA—

The so-called peachbell, another very fine cut flower for rose festival days. A fine blue color.

CARNATIONS—

The hardy garden varieties, make beautiful plants and bloom in great profusion, mostly in July. Mixed colors. Used for Nos. 1, 2 and 3.

CARNATIONS (Dwarf Viennese Violet Border)—

A very striking border plant, producing masses of violet colored carnations. A novel plant for rock gardens. Use for Nos. 1 and 2.

CHELONE BARBATA—

Often called Pentstemon. Has long, loose spikes of scarlet flowers during the summer. Use for Nos. 1 and 3.

CHRYSANTHEMUM—Hardy garden varieties in bronze, pink, white and yellow. Best when planted in spring from young stock. Ready during May. The Dozen, \$2.00.

CHRYSANTHEMUM (Shasta Daisy)—

This well known garden flower is offered here in its improved form (Excelsior). Profuse flower, very large in size.

COREOPSIS GRANDIFLORA—

A great producer of golden yellow, long stemmed cut flowers, which bloom continuously all summer.

DELPHINIUM HYBRIDUM—

This is the garden's grandest flower, with its tall spikes of blue, purple and intermediate shades. Ours are raised from one of England's greatest collections, and the mixture contains some exquisite varieties. In average mixture, dozen, \$3.00. In selected mixture, dozen, \$4.00 In fancy mixtures, dozen, \$5.00.

DELPHINIUM BELLADONNA—

Small, graceful sprays, flowering continuously. Dozen, \$3.00.

DIANTHUS (Sweet William New Port Pink)—

This is the rich orange shade of vivid pink, of peculiar brilliance. The dozen, \$2.50.

DIANTHUS (Sweet William Mixed)—

In all colors. The dozen, \$2.00.

DIANTHUS (Deltoides Brilliant)—

This is the fiery red rock pink, producing marvelous sheets of color on steep banks or in rockeries, carpet-

ing the ground only a few inches high. Unique in effect.

DIANTHUS (Plumarius Scotch Feather Pink)—

This is an old favorite, pungent in fragrance and with flowers in great masses. In mixtures of many colors, single and double types. Also separate colors of choicest types for border plantings. For banks, slopes or rockeries they are wonderful. In mixtures, dozen, \$2.50.



Chinese Forgetmenots (New)—Long Stemmed Cut Flower in Rich Blue



Catananche Coerulea—Light
Blue and Purple Center

DIGITALIS FOXGLOVE — A showy garden flower. Used for No. 3.

DORONICUM—This is the early daisy-like flower in golden yellow, so fine for cutting in March and April.

ERIGERON (Roseus) — This has flowers like the above in shape, but in light pink clusters. Fine for cutting during summer.

ERYNGIUM OLIVERIANUM—This is the blue stemmed sea thistle so decorative as a cut flower. May be preserved as dry flower. Each, 35 cents.

GAILLARDIA—This plant produces the large daisy-like flowers, brown-red with yellow. Blooms entire summer. Best cut flower a garden can have. Will not thrive in the shade.

GEUM (Mrs. Bradshaw)—Plant producing tall sprays of bright red flowers, almost carnation size and very showy. Grows in sun or shade. Nos. 1, 3.

GEUM (Lady Stratheden)—One of the finest flower novelties introduced lately. With large flowers on strong stems. Rich orange yellow. Each, 50 cents.

GYPSOPHILA (Florist's Baby Breath)—For cutting, requires sunny location, loose soil and several seasons to become well grown. Finest cut flower to mix in bouquets. Small roots, 25 cents. Larger ones, 50 cents.

HELIANTHUS PERENNIS—A late flowering sun flower, nice for cutting. Will grow in the poorest soils, but not in the shade.

HELIANTHEMUM ROCK-ROSE—This low growing, spreading plant bears masses of white or salmon pink flowers during the summer. Fine for rockeries and borders. Used for No. 1.

HELLEBORUS VIRIDIS — This rare plant is called Lenten Rose, owing to its flowering habit during the Lenten season. Thrives in shady places, where soil is rich but well drained. Blooms are rosy purple or white. Large palmate, leathery leaves. Slow but very long lived. Each, \$2.50.

HEUCHERA SANGUINEA—This coral flower makes lily-of-the-valley like

sprays of fiery red flowers. Other colors, also. Fine for borders and rock work as well as for cutting.

IBERIS SEMPERVIRENS (Perennial Candytuft) — A low growing evergreen plant, covered with snow white flowers in the spring. Fine for banks and borders. Dozen, \$2.00.

INCARVILLEA DELAVAYII — This is one of the most beautiful and exotic-looking of hardy flowers. Is called the hardy gloxinia, owing to flowers resembling this wonderful plant of tropical lands. With rich, well-drained soil develops large, fine, rose-pink flowers. Has fleshy roots. Medium sized roots, each, 35 cents. Larger size, 50 cents.

ICELAND POPPY — See Papaver for description.

IRIS GERMANICA (Flags) — Easily grown and will thrive almost anywhere. An assortment of general varieties available—Iris King, Pallida, Mme. Cherau, Neibelungen, Queen of May, etc.

IRIS KAEMPFERII (Japanese Iris) — Fine for wet, rich soil in sunny locations. In mixed colors. Each, 35 cents.

LUPINUS ROSEUS — The pink Lupin. A fine cut flower for decoration day.

LUPINUS MOERHEIMII — Very fine varieties of pink and white.

LYCHNIS CHALCEDONICA — With fiery scarlet flowers in umbels during the summer.

MEGASEA CORDIFOLIA — Has large leathery evergreen leaves with stems bearing bright pink flowers in early spring. Resembles garden primroses. Slow growing. Each, 35 and 50 cents.

PAPAVER ORIENTALIS — The Oriental poppy is by far the largest and show-

iest of early spring flowers. Will not bloom the first year. They require sunny location. Each, 35 cents.

PAPAVER ORIENTALIS (Oriflamme) — Orange scarlet in color.



Gaillardia as a Cut Flower,
Rich Brown and Yellow



LONG-SPURRED COLUMBINES

PAPAVER ORIENTALIS (Goliath) — With enormous scarlet flowers.

PAPAVER ORIENTALIS (Salmon Queen)—A handsome salmon pink. Each 50 cents.

PENTSTEMON—A plant resembling the snapdragon, with trumpet or tubular flowers in many colors. Very handsome. Needs shelter in severe weather. Used for No. 3.

PEONIES (Festiva Maxima) — A fine white variety. Each, 75 cents.

PEONIES (Edulis Superba)—This variety is in rich pink. Each, 75 cents.

PEONIES (Rubra Plena) — An early blooming peony in bright red. Each, 75c.

PHLOX DECUSSATA—A perennial of large dimensions, growing best in partial shade and rich soil.

PHLOX DECUSSATA (Baron von Deedeem)—Rich, orange-scarlet color. Each, 25 cents.

PHLOX DECUSSATA (Elizabeth Campbell)—With beautiful light salmon pink flowers. Each, 30c.

PHLOX DECUSSATA (Rhynstrom)—With deep rose pink blossoms. Each, 25 cents.

PHLOX DECUSSATA (Josephine Gerbeau)—White with large red center. Each, 25 cents.

PHLOX DECUSSATA (Bedding Queen)—With fine pink flowers and darker centers. Each, 25 cents.

PHLOX DECUSSATA (Selma)—Large light pink flowers with cherry red eye. Each, 25 cents.

PHLOX (Subulata)—Dwarf, creeping variety for rockeries. In pink and white.

PHYSALIS FRANCHETII—The so-called Chinese Lantern plant, producing large orange-red hulls covering a red tomato-like fruit. Very effective and a curiosity.

PHYSOSTEGIA VIRGINICA—With very tall spikes of white or blue flowers. Used for No. 2.

PLATYCODON GRANDIFLORA — A dark blue balloon-like flower blooming in midsummer.

POTENTILLA ELLEN WILLMOT—A low growing plant with strawberry-like flowers of the most brilliant, vivid cherry-red, with darker center. Blooming almost continuously all summer and into winter. A wonderful acquisition for rockeries or borders, and as a cut flower to combine with violets. Each, 25 cents.

PRIMULA (Lissadel Hybrids Red Hugh)—One of the newer English products of the garden. Has large flowers of brightest scarlet. Each, 35 cents.

PRIMULA (Veris Hybrids) — In many shades of red, brown and yellow; are fine for early spring gardens. Dozen, \$2.50.

PRIMULA (Mrs. Scott Elliott's Hybrids of Japonica)—Often carrying stems of 40 inches. Various shades from white through pink to deep crimson. Each 35c.

PRIMULA (Acaulis Coerulea)—This is the very rare blue garden primrose so much desired by plant fanciers. The best types are often a deep gentian blue. Each, 35 cents to 50 cents.

PRIMULA (Bullesiana)—This is, beyond question, the finest of all garden primroses. It is of recent introduction, the result of crossing *Bulleyana* with *Beesiana*, both Chinese species. Until recently unknown in western gardens. The colors vary from yellow, orange, purple, bronze and lilac to crimson and vermillion. Stems grow 18 to 30 inches tall in favorable soil and location. Rich soil of porous nature and partial shade with plenty of moisture is best. Each 50c.

PRIMULA (Auricula)—One of the old garden favorites with handsome foliage and rich colored flowers of delightful fragrance. Browns, yellows, blues and purple shades in many combinations are met in the flowers. Require same conditions to thrive as mentioned above. Each, 25 to 50 cents.

PYRETHRUM — Produces marquerite-like flowers about Decoration Day. In varied colors from pink to red. Also white. Fine for cutting.

ROSEMARY—This is really more of a shrub, yet it finds its place in the perennial border on account of its sprays of aromatic flowers and pungent foliage. Will thrive in poor soils and is suited for bank covering. Each, 35 cents.

SALVIA PATENS—The richest shade of dark blue known, blooming all season. Needs sheltered location. Each, 25c.

SALVIA GREGGII—A brilliant, cerise red shrub-like salvia from the mountains of Texas. Very rare, and adapted to sunny places. Each, 50 cents.

SALVIA AZUREA—A light blue, flowering, tall-growing plant. Each, 25 cents.

SAAPONARIA OCYMOIDES — A low creeping plant with pink, phlox-like flowers in great profusion. Fine for rockeries and wall gardens.



Pentstmon Hybrids

SAXIFRAGA (Umbrosa) — A moisture and shade loving plant, producing fine mist-like sprays of light pink flowers in the fore part of June. Very graceful for cutting.

SAXIFRAGA (Decipiens) — Very dwarf, tufted rosettes, with neat sprays of white flowers, tinted pink. For rockeries. Moisture needed.

SAXIFRAGA (Sarmentosa) — Sometimes called the strawberry geranium, owing to its handsome leaves and runners terminating in young plants. This form thrives in damp and shady places.

SAXIFRAGA (Pyramidalis) — Forms handsome, low, tufted rosettes of silver-edged foliage, with very attractive white flowers in tall panicles.

SAXIFRAGA (Crassifolia)—See Megasea for description.

SCABIOSA JAPONICA—Fine blue flowers on long, wiry stems. Good cutting.

SEDUM SIEBOLDII—A hardy, fleshy-leaved, bluish-green rock plant from Japan that trails over the ground and blooms in October with clusters of pink flowers. Requires sunny locations. Fine for rockeries.

SHASTA DAISY—See *Chrysanthemums* for description.

SOLIDAGO—The old favorite Golden Rod, producing tall panicles of golden yellow flowers.

STOCKESIA CYANEA—The perennial blue cornflower. Nice for cutting.

SWEET WILLIAM (New Port Pink)—This is the gorgeous, brilliantly colored salmon pink, shading to orange red.

SWEET WILLIAM (Mixed Colors)—The many varied shades of pink and red are interesting and a source of pleasing cut flowers. The dozen, \$2.00.

THALICTRUM DIPTEROCARPUM—This elegant new perennial, with tall, graceful stems, bearing tiny violet mauve flowers, is to become one of the garden's best sources for cut flowers. The blossoms, much like Baby Breath, are in loose, graceful panicles. The foliage is attractive, also, resembling a large Maiden-hair fern leaf. Blooming from midsummer until late fall. Once known, no garden will be without this plant. It must be set out in rich soil. Stock limited. Each, 50 cents.

THYME (Lemon Scented)—A plant of aromatic fragrance and golden variegated leaves. Fine for borders and rockeries.

THYME (Coccinea)—A very low creeping plant, about three inches high, making solid sheets of fine green foliage. Covered during flowering time with masses of crimson flowers.

THYME (Lanuginosa)—This low creeping plant forms a sort of wooly carpet, mossy in appearance, very startling in effect. A genuine wall and rock plant of high merits.

THYME (Silverleaved)—A sage-scented variety, effective as a rock plant.

TRITOMA PFITZERI—The well known red-hot poker plant, improved variety.

VALERIANA COCCINEA—This is the red garden heliotrope. Also in pink shades. Fine for cutting, owing to the feathery sprays which last well. Grows in shade or sun.

VERONICA PROSTRATA—June flowering. Intense, deep blue, low growing border and rock plant of exquisite beauty.

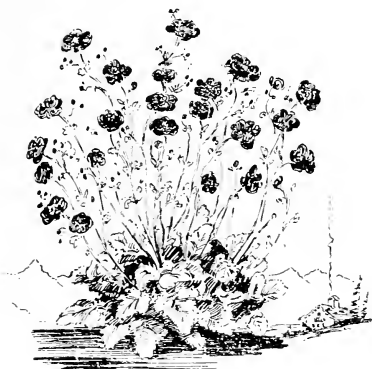
VERONICA INCANA—Upright, tomentose plant with tall spikes of blue flowers.

VINCA MINOR—The low creeping evergreen plant often called myrtle. Fine for covering walls and banks. Especially fine in the shade. Flowers blue in the spring. Dozen, \$1.50 to \$2.50.

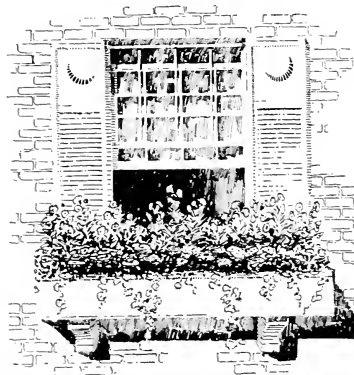
VIOLA MUNBIANA—This is the Algerian form of *Viola*, blooming continuously all summer. Stands heat better than the ordinary kind. Colors are deep blue to pure white. Needs rich soil. Flowers are long stemmed for cutting. Dozen, \$2.50.



Incarvillea Delavayi—Hardy
Gloseinial (Perennial)



Geum Mrs. Bradshaw
A Hardy Perennial



Wallflower Boxes
For Winter Use

"SAY IT WITH FLOWERS"



Art in Flower Arrangement
Showing Crescent Design

NO SENTIMENT of the human heart finds richer expression than through the medium of Nature's most graceful gift—Flowers. They are wreathed around the cradle, the marriage altar and the tomb. The custom of remembering friends in joy or sorrow by a gift of flowers or plants is one of life's sweetest mediums for conveying what words cannot alone reveal. But the great natural beauty of flowers can often be enhanced and the sentiment attached to them emphasized by their artistic arrangement. We make a feature of preparing floral gifts, arranged as you would prefer them. This personal attention to detail accompanies everything from the simplest spray of flowers to the most elaborate and artistic arrangement.

QUALITY



WE make it our aim to serve faithfully and well. We take pride in our stock, which is of the best quality. We guarantee all stock planted by our service department against loss due to transplanting. In case of any such loss, we will make replacements in due season. All claims, however, must be made within five days on receipt of goods. We assume no responsibility beyond the delivery of all stock in perfect condition if planting is done by others.

for

